

## DECEMBER 2021 JCCC HAPPENINGS

Our December proved to be a busy month. We spent guite a bit of the month planning, producing, designing, and printing. We worked very hard on securing Partners, finalizing the Our Town publication, and collecting collateral for the Dining Guide. Our team assessed our in-house publications that could be redesigned for the 2022 year and started the refresh process, We contacted members and updated our database, as well as started restocking both Centers with updated business materials. Worked cooperatively with several agencies on securing free Wi-Fi service for the historic district in downtown Sylva. We feel this will be helpful for visitors, but also during special events and during certain situations for local families who are need of this valuable service. We successfully had a holiday fireworks display and hosted a Concert on the front porch, with Santa making a special appearance, The event was very well attended and popular. We had guests from Fayetteville, Charlotte, Jacksonville Florida and Texas, to name a few. The Ale Trail glasses continued to be sought after and a fun way to engage with locals and visitors.

Thank you to the TDA staff for all the branded guest bags and continued support!!

280 Phone Calls
Received From
Visitors or
Residents557 Direct Visitor
Inquiries Fulfilled

1212 Visitors on Sitein Sylva

Restocked 4 mobile kiosk units , 3x

**Center in Dillsboro served 855 visitors** 

Coming Soon – Free Wifi for downtown Sylva!

## Jackson County Chamber and Visitor Center Inquiry and Analytic Report - 2020

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Totals	
Source													2221	
Facebook	56	60	58	30	67	77	69	70	67	89	43	31	717	
Flyfishingtrail.com	37	41	56	48	39	55	46	52	39	40	21	23	497	
Friend	8	11	8	3	9	8	10	14	19	12	18	13	133	
Google Search	10	19	13	7	23	44	50	61	56	61	55	60	459	
NCTroutCapital.com	67	18	60	33	35	42	34	37	37	29	17	15	424	
discoveriacksonnc.com	863	988	1156	1076	1504	2061	1267	1255	925	1095	343	415	12948	
VisitNC.com	2	3	4	0	0	1	2	3	1	0	0	0	16	
WCU	6	8	1	0	6	3	5	15	10	7	9	0	70	
Blue Ridge Parkway	38	75	0	0	1	0	0	0	1	0	0	0	115	
Monthly Total	1087	1223	1356	1197	1684	2291	1483	1507	1155	1333	506	557	15,379	
Dining Guide	215	490	2150	990	1150	1200	840	700	1150	1490	740	610	11,725	
Our Town	23	19	34	139	439	212	156	96	78	62	44	31	1333 mailed	4667 on site
Facebook Followers		NACCO A CO 199	00000000000	0.000			2400	3432	3467	3504	3506	3508	7.5% increase	
Concerts on the Creek	3264	3267	3303	3317	3335	3341	3400			12,419	12445	12,487	4.2% increase	
Fly Fishing Trail	11990	12,149	12,228	12,249	12,283	12,290	12,299	12,304	12,354 1090	1097	2007	2105	110% increase	
Hook Line & Drinker Fest.	948	951	962	968	995	1012	1028	1085		11,051	11196	11,288	12.8% increase	
JCCC	10004	10312	10,400	10442	10,487	10,495	11,011	11,030	11,043	2148	2155	2159	6.1% increase	
NC Trout Capital	2033	2065	2096	2114	2123	2126	2134	2139	2142	2148	2155	2133	U.1/0 IIICI CdSC	

	Visitor Guides 2021							1.1.		Cont	0-4	Marie	Dec.	Location Totals
	Visitor Guides 2021	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Location rotals
Name					420		600			240				960
I-26 East, Columbus					120		600			360	_			600
I-26 West, Mars Hill				-	240 120		480			240	-			840
I-40 West, Waynesville				-		_	480			240				120
I-73/74 Northbound, Seagrove		+		-	120 120									120
I-73/74 Southbound, Seagrove		_								240				360
I-77 North, Dobson		-	_	-	120					240				360
I-77 South, Charlotte				-	120	100			120	240				240
I-85 North, Norlina			-	-		-			120	240				360
I-85 South, Kings Mountain				-	120					240	420			240
I-95 North, Pleasant Hill		-		-	120	120					120		No.	120
I-95 South, Rowland				-		120								
AAA Carolinas, Fayetteville				-	_	120								120
Andrews Visitor Center				-	-	-	250	_				420		
Asheville Airport		_	_			-	360					120		480
Black Rock Mountain State Park			-	340		-		400		240			420	340
Blue Ridge National Heritage, Asheville			-	-	340			120	_	240			120	820
Bass Pro Shop, Lawrenceville GA			-	-		-								0
Cabarrus County Convention & Visitor Center, Candor						120				120				240
Cherokee Welcome Center, Cherokee			-	-	-	120				-				120
Dismal Swamp, South Mill				-		120				ļ				120
First Peak Visitor Center, Columbus						120								120
Franklin Visitor Center, Franklin			_	-	120					-				120
Gorges State Park, Sapphire	The state of the s			-	120	-				_				120
Graham County Travel & Tourism, Robbinsville					_	120				ļ				120
Harrah's Cherokee Resort, Cherokee						120								120
Haywood County TDA, Maggie Valley						120				120				240
Haywood Chamber of Commerce, Waynesville						120								120
Henderson County Visitor Center						120				120				240
High Point Convention/Visitor Bureau						120								120
North Wilkesboro Visitor Center						120				120				240
McDowell County Chamber, Marion					120	120								240
Murphy Visitor Center, Murphy NC	delete Murphy VC from 2022 spreadsheet		1			120								120
Piedmont Triad Visitor Center, Pelham	delete Marphy ve nom 2022 spreadsheet		1	1		120			1	120	<u> </u>			240
		_	1-	1	_	120			_	120	$\vdash$		<u> </u>	240
Rowan County TDA, Salisbury NC			-	1	-	120	+		_	120	+	1	<del>                                     </del>	120
Sky Valley Visitor Center, Sky Valley GA		_	+	1	+	120	+	-	-	-	_	-		120
Smoky Mountain Host, Franklin		-	+	170	-		-	-	-	-	-		<del>                                     </del>	290
Swain County Visitor Center, Bryson City		_	-	170	$\vdash$	120	+	-	_	-	-	-	-	
Transylvania/Brevard Chamber of Commerce			-	-	-	120	-		-	-	-	-	-	120
Tuckaseegee Fly Shop				-			-		-	-	_	-		0
VisitNC Smokies Visitor Center, Maggie Valley			-			120	-			120	1	_	-	240
Visit Lake Norman, Cornelius						120		_		120		_	1	240
Other					240								1	240
Area Hotels												75		75
Area Realtors						700								700
Area Banks					1	120	T		T					120

		T		128								123
Wedding Guest bags	1-	+-	1									
Great Smoky Mountain Railroad	-	+										
WCU	+	-	-									
	-	510	2,260	2 708	1 440	120	120	2.760	120	195	120	11,353
Monthly Totals	1 0	310	2,200	3,700	1,440	120	120	2,7.00				

			<del></del>		1										Location
Fly Fishing 2021			Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
Name	Location	Notes													0
AB Fly Fishing	Sylva							225		250			140		615
Asheville Airport	Fletcher, NC							225		250			140		013
Bass Pro Shop	Lawrenceville, GA				-						-				0
Blue Chip Fly Fishing	Whittier				-			75			-				75
Blue Ridge Mountain Outfitters	Blue Ridge, GA				-		50	/5			125				175
Brookings Angler	Cashiers				-		50				123				0
Brown Trout Fishing	Asheville					-	100	-							100
Bryant Bait & Tackle	Topton						100				-			-	0
Curtis Wright Outfitters	Weaverville							-	-		1			-	0
Dream Catchers	Sylva					_			-		-				100
Cherokee Welcome Center	Cherokee						100		-		150			-	150
First Peak Visitor Center	Columbus					-	-		-	-	150			-	130
Fontana Guides	Bryson City				-	-	-	-	-	-				-	0
Franklin's Outdoor Sports	Asheville						-			-	-			-	1 0
Great Smokey Bait and Tackle	Bryson City				-		-		-	-	-			-	0
Highland Hiker	Highlands							-	-	-	-		-	-	1 0
Hunter Banks Fly Fishing	Asheville					-			-	-	-			-	- 0
Mike Stanley Fly Fishing Club	Blanch					-	-				-		-	-	
Mountain Valley Country Store	Hayesville							1	-	-	-	-	-	-	1
Nantahala Fly Fishing Co.	Robbinsville			_				1		-			-	+	1
One Fly Outfitters	Black Mountain									-	-		-	+	1
Orvis	Asheville			-		-			-	-	-	-	-	+	+
Orvis	Greenville, SC			25		-	100	-	-	+	-	-	-	+	100
Outpost Mountain Outfitters	Whittier			-			100		-	-	-	-	+	+	100
Rivers Edge Outfitters	Cherokee			_		-	100		-	-		-	+	+	100
Simonds Bait and Tackle	Bryson City								-	-		-	+	+-	+
Tazz Bait Company	Hendersonville						-		+	-	-	-	+	+	-
Trout Unlimited	Hendersonville								+	-		-	-	-	+
Tuckaseegee Fly Shop	Sylva								-	+		-	-	+	1
Tuckaseegee Fly Fishing Guide Service	Franklin								-	_		-	+	-	10
Mountain Bridge Trout Unlimited	Greer SC						100	4			-	-	-	-	10
WCU								-				-	+	-	
Area Hotels										+-	-	+	+	-	-
Area Realtors							400	_		+-		-	+-	+-	
Wedding Guest Bags							50					1	+	+-	67
Other			225	5					100	_		125	_	+-	
Monthly Totals			225	25	0	0	1,10	0 300	100	475	275	125	140	0	2,76